

MESSAGE from Riders

The nights are finally getting shorter and the days definitely longer, welcome to the start of the biking season.

It's been a busy time for Riders since our last issue despite the well publicised credit crunch and by the time you are reading this Riders of Cardiff has opened its doors too, see below for more details.

Lets hope the weather this Spring, Summer and Autumn is a little less inclement than the last two years and we can all do what we love best! We will see you on the open road.



Ducati Streetfighter



BMW F800R

Riders CARDIFF

It's been all hands on deck to get our Cardiff store ready for opening and we are pleased to announce that our doors are now open for business. This is the third Riders branch and we are very proud of our new store which will house Ducati and BMW under one roof.

Our official launch events will take place a little later in the spring once the team have settled in a bit. At time of going to press the date for our **Cardiff open weekend will be on Saturday 9th and Sunday 10th May** to coincide with the launch of the Ducati Streetfighter and the BMW F 800 R.

Watch our website for more information and your invites in the post and via email.

General Sales Manager Kevin Baddeley joined the Riders team in February. Kevin has lived and worked in the motor trade for over 20

years in Cardiff and has been associated with Aston Martin, Lotus and Porsche and also set up and ran Ducati Cardiff for numerous years.

"I feel very privileged to be associated with the Riders team" said Kevin "and very excited to be part of what I believe will be the finest motorcycle dealership in Wales, the team looks forward to welcoming you to the new store very soon"



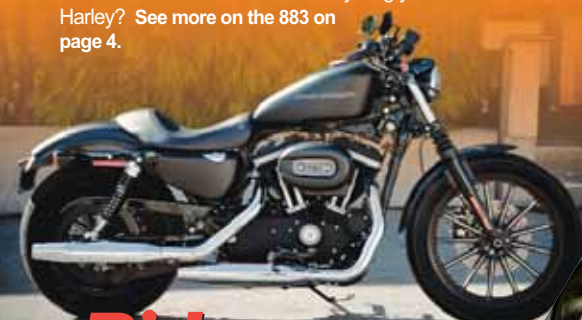
Kevin Baddeley

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MUSCLE MEETS IRON

Is the sweet sound of Thunder from the dual shorty exhausts of the new Iron 883 everything you crave in a Harley? See more on the 883 on page 4.



0% DUCATI

Ducati is making the dream of owning a Ducati more achievable than ever, with a 0% finance offer and lowest ever service costs.

See page 7 for full details.



BIKE SAFE 2009

The Police forces in the South West Region are working together with Somerset Road Safety Partnership and the West of England Road Safety Partnership in order to launch Bikesafe in the South West for 2009. After the success of last year's event when 500 motorcyclists attended, it will be back at the Haynes International Motor Museum, Sparkford just off the A303 near Yeovil.



Riders will be exhibiting at the event and offering test rides on a range of makes and models. The event will also involve the South West Ambulance Service Trust, Devon and Somerset Fire Service, Local Authorities, Institute of Advanced Motorists (IAM), The Royal Society for the Prevention of Accidents (ROSPA) and other independent motorcycle training services.

"Haynes International Motor Museum has a world-renowned exhibition of vehicles and provides an excellent venue for this event," said Sergeant Mike Smalley. "Rider training is the best accessory that you can buy for your bike or your partner's, son's or daughter's machine."

If you have ever wondered what rider training can do for you, come and join us at Haynes. Have a look round the museum, enjoy the restaurant facilities and realise your full potential as a motorcyclist. The Bikesafe weekend will take place on 25th and 26th April.

BRISTOL ITALIAN MOTO FESTIVAL 2009

Billed as the best free Italian vehicle show in the UK, the Bristol Italian Moto Festival will take place on Saturday 25th April 2009, with Riders supporting the event as before.

Once again there will be wide-ranging displays of Italian cars and bikes of all marques and ages to set the Italianesque 'Old City' streets alive with Italian chic and design flair. The free event is arranged by the Desmo Owners Club and Alfa Romeo Owners Club and owners travel from all parts of Europe.

Car owners need to pre book if they wish

their vehicle to be part of the display, however Italian motorcycles and scooters ridden to the event do not need a formal entry pass.

The festival makes for a grand day out just looking at all the exciting cars and bikes on display and chatting with the owners in an unique setting, if you pop down then, pop into see us too.



CLASSIC BIKE SHOW SHEPTON MALLET

The heavy snow and rain experienced did not dampen the spirits of the organisers of the Bristol Classic Motorcycle Show. As well as over 300 stalls and an auto jumble Bridgwater HOG Chapter were one of the clubs taking a stand.

The show is by far the largest motorcycle show in the South West, over 50 clubs use it as a

showcase. The Bridgwater chapter stand took the form of a Surf hut with members colourfully dressed in Hawaiian shirts serving free tea and coffee to HOG members, which proved very popular. The stand was enhanced by complete but un-restored 1917 Model V Harley Davidson owned by Riders MD Phil Jessopp, the bike is now on display in Bridgwater.

Congratulations to the 50 plus members who worked on the stand in securing the show award for 'Best Endeavour' awarded by the show organisers for the 'Individual or Club who in the opinion of the organisers, put the most effort into the show'.



Forthcoming events

- 13th April - Buell Ride Out Tour, Chippenham
- 18th April to 15th May - Harley Test Ride Events
- 25th April - Italian Bike Show - Bristol
- 25th and 26th April - Bike Safe - Haynes Motor Museum
- 1st, 2nd, 3rd May - 18th Bridgwater Hog Cider Rally
- 7th May - Weston Bike Nites begin
- 9th and 10th May - Riders of Cardiff Official Open Weekend
- 9th May - Streetfighter Launch Riders of Bridgwater & Bristol
- 11th May - Buell Experience Day Castle, Combe
- 14th May - Weston Bike Nite
- 7th June - Ducati Road Show Brecon Beacons (TBC)
- 13th and 14th June - South West Motorcycle Show, Shepton Mallet
- 28th June - Weston Bike Nite
- 4th August - Ducati Track Day - Oulton Park

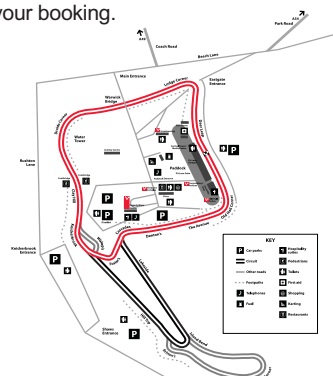
DUCATI TRACK DAY AT OULTON PARK

Following the popularity of the Ducati track day last August at Brands Hatch we are pleased to announce that another date has been set for 2009.

On 4th August Ducati owners will be able to try out one of the new range, including the Streetfighter or the Monster 1100 in their natural environment.

Ducati UK will also be on hand with a fleet of Model Year 09 display bikes with technical and sales staff. Riders have also managed to secure one of the limited garages available. The cost of this unique event is just

£159 which includes free transport for your bike to event. Places will sell out fast so please contact us to make your booking.



Riders Products & Clothing

SHARK RSR CARBON

To mark their 20th anniversary Shark has released their highest specification helmet to date.

Based upon the RSR 2 V+, which achieved 5 stars in the SHARP safety program, the Carbon uses an innovative carbon fibre structure giving it an exceptional safety/weight ratio.

Each helmet is handmade and inspected before leaving Shark's state of the art factory.

Available in Red, White, Black and Silver.



TOURING ACCESSORIES

Since the birds have started singing, our touring accessories have been flying off the shelves ready for the biking season. Our most popular items are detailed below but if you need something special or aren't sure what will be suitable, please don't hesitate to ask one of our staff.

Synthetic Leather Dyna Saddlebags £354.72

Delivering both style and large capacity of 2380 cubic inches at a low cost. The rigid plastic tub is wrapped in synthetic leather for long term durability. The bag features a large protective lid with hook and loop and snap closure and an inner pocket for small items.



DUCATI PERFORMANCE ACCESSORIES

A Ducati is not just a motorcycle, it is part of who you are. The range of 2009 Ducati Performance accessories are made for everyone who wants to customise their Ducati, to make their bikes a statement.



1098 Exhaust System £963

Racing carbon silencers with removable dB killers, the kit also includes the ECU and racing air filter to enhance engine performance.



Monster Exhaust System £777.75

Oval racing silencers with carbon sleeve and removable dB killers. The streamlined and aggressive design underlines the new Monster' exuberance, thanks also to the dedicated electronic control unit and high efficiency air filter that enhance engine performance and make it more of a thrill.



Monster Mudguard £193.38

Carbon Fibre mudguard with built in chain guard

Superbike Carbon Fibre Instrument Panel Cover £107.81



A 200 page catalogue listing all the accessories is available, so give us a call and we'll pop one in the post to you.



Superbike Panels £364

Carbon undertank side panels are lightweight and give your bike a racing look.



Superbike Frame Protector £95.94

Made from Carbon Fibre and designed to protect the tank area next to the ignition switch from scratches.



Superbike Carbon Belt Guard Kit £96.68

Forced air circulation, including the radiator air scoop with special air inlet.

Rigid Leather Sportster Saddlebags £605.46

Combines a premium leather finish with extra durable construction. The hard shell design is covered in leather for a traditional look while the locking hinged lids offer modern convenience and security. Styled to compliment the sleek narrow Sportster profile and offering plenty of storage for a trip across town or the country.



Multi Fit Touring Luggage System - £173.01

This two bag system is custom designed for your sissy bar and rack combination with the benefit that the bags can be used separately or together to meet your storage needs.

Multi-fit bags are available to fit a variety of backrest and upright combinations, this is the most versatile luggage to hit the motorcycling scene.

The tour bag is 17" wide x 10" deep x 19" tall and the smaller day bag is 17" x 10" X 10", both feature easy access pockets perfect for those smaller items.





1100 MONSTER TEST RIDE

Following on from the Monster 696 launched in 2008 the bigger capacity Monster range was in desperate need of an update. **The result is undoubtedly the best MONSTER ever!**

The bike is much smarter, some impressive styling tweaks have resulted in a very impressive package. The air cooled engine produces masses of seamless power and the fuelling is faultless and crisp in all riding situations.

As you would expect the handling is

superb, not fast like a 1098 Superbike, but plenty quick enough to have loads of fun on the right set of roads.

The S model we are running as a demonstrator has a superb level of equipment featuring Öhlins suspension, front and back. Carbon fibre front fender belt guards and silencer guards and extremely light, spoke alloy wheels and aluminium front brake disc carriers.

Riders 'test pilot' Andy Hayman said "I have to say this is the most fun I have had on a motorcycle for some time. You **MUST** test ride this bike, believe me you will be impressed!"

The Monster 1100 starts from £8,350.

The 9th May sees the launch of the brand new Streetfighter at Riders. The bike promises aggressiveness with the refined elegance of a naked and an intense rush of adrenaline and excitement. **The Streetfighter priced from, £11,495 will be reviewed next issue.**



TROY BAYLISS 1098R IN STOCK

Troy Bayliss is a Ducati legend. In celebration of his victory in the 2008 World Superbike Championship aboard the 1098R, and the end of a career that proudly claims three World Championships aboard three generations of Ducati Superbike, the factory have built a 1098 R Bayliss Limited Edition and Riders took delivery of our limited edition stock in March.

Only 500 units of this special bike will be produced and each will come with a numbered plaque on the top fork clamp, indicating exactly where in the limited edition the motorcycle was built. The number also corresponds to a numbered commemorative desk-top plaque, beautifully encased for safe keeping and bearing the engraved signatures of Ducati Motor Holding CEO Gabriele Del Torchio and Ducati Corse triple World Superbike Champion, Troy Bayliss.

This special bike is priced at **£29,995 plus ORT** price includes PDI and 2 years unlimited mileage warranty and recovery service.

DUCATI SPRING CLOTHING



£260

MEN'S MONSTER LEATHER JACKET



£375

MEN'S MECCANICA LEATHER JACKET



£19

COLOUR BAND SINGLET



£375

LADIES MECCANICA LEATHER JACKET



£30

LADIES MECCANICA POLO



£14

DUCATI KIDS 80'S T-SHIRT



£645

CARBON FIBRE WATCH



£45

DUCATI CORSE KNAPSACK



SPRING CLOTHING

Harley-Davidson has launched their spring range of clothing and although we are probably biased we think its some of the best ever. The men's clothing is black on black whereas the ladies' is all about the details with silhouettes that flatter and follow the body.

MEN'S AUTHORITY LEATHER & TEXTILE JACKET - £260

Keep the elements at bay with this versatile waterproof, oxford nylon riding jacket with buffalo leather accents and removable quilted vest.



MEN'S RIVAL JACKET - £235

Riding jacket with snap-tab mandarin collar, zipper front with snap pocket and poly-mesh lining. Lightweight removable body armour at shoulders and elbows.



MEN'S WOVEN SHIRT - £55

This 100% cotton micro-herringbone twill shirt will keep you cool as the temperature rises. Embroidered Double Eagle graphics on left pocket and on rear as pictured



LADIES ROAD ANGEL 3-IN-1 LEATHER JACKET - £470

This goatskin leather 3-in-1 riding jacket is built for every possible scenario. Like wind, rain and the chance encounter of a runway modelling competition. It has a channel venting system to keep you cool, and a removable hooded liner you can also wear separately.



LADIES WICKED RIDING JACKET - £235

Enough utility and style in one jacket to go for the long haul. Built specifically with a woman's shape in mind. Waterproof nylon with leather trim at shoulders, sleeves and adjustable belt.



LADIES SLEEVELESS KNIT - £40

Stylish and flattering racerback with an adjustable drawstring under the bust to create the perfect empire line. Decorated with skull sequin graphics. 3% lycra and 97% cotton.



LADIES EMBELLISHED SEQUOIA TANK - £35

Print graphics and rhinestone embellishment make this tank perfect for spring.



SPORTSTER 883 IRON LAUNCH

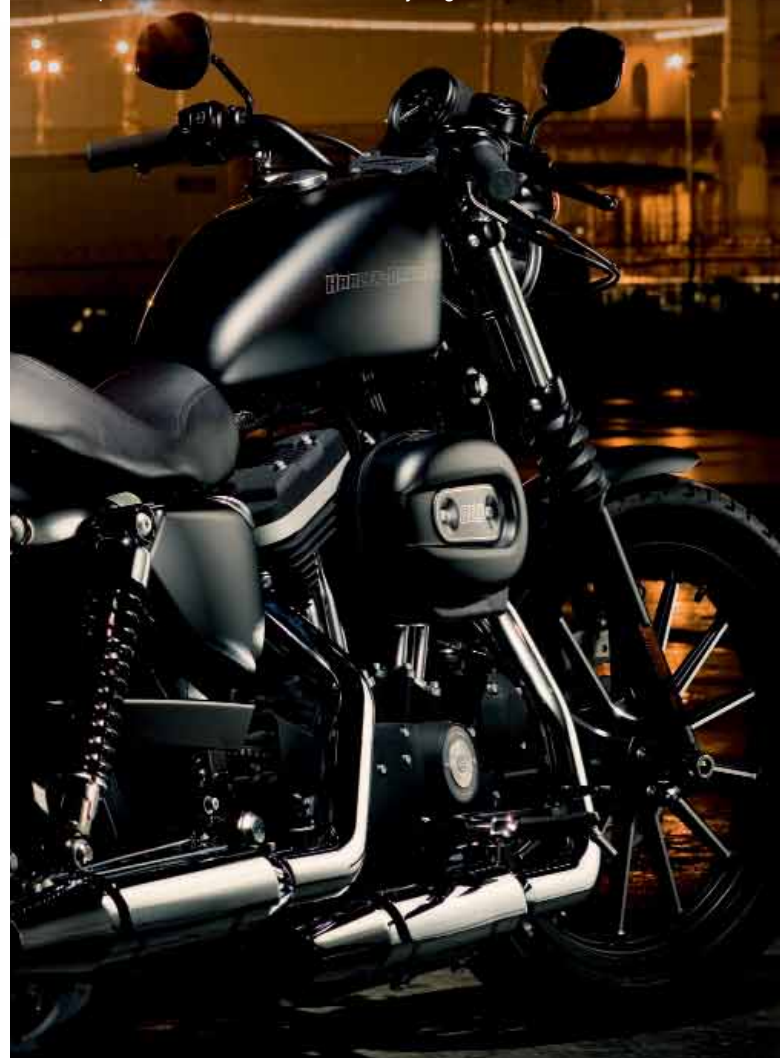
Renowned for its shiny chrome-laden motorcycles, Harley-Davidson has finally gone over to the dark side. Its latest model, is black from fender to fender. With minimal styling and blacked-out features, it belongs to the brand's Dark Custom range, which has already proved a huge hit.

The XL 883 Iron™ is an exciting addition to the current range, like all Harley-Davidson models, it is an innovative and eye-catching motorcycle. But it offers existing riders an edgy, darker alternative to selected models, and will attract many fans with its affordability and sleek, no-nonsense design.

The XL 883 Iron™ shares the sleek, pared-down look of the six existing Dark Custom motorcycles, with black mirrors, foot pegs, control levers and wheels. Also black are the drag style handlebars and mid-mount front foot controls. Equipped with a blacked-out 883cc Evolution™ engine, it delivers a powerful performance on city streets, and is smooth and responsive to handle.

Priced at just £5,375 on the road, the XL 883 Iron™ is an ideal entry-level Dark Custom motorcycle. With an edgy, urban and youthful appeal, the stylish range provides a distinctive alternative.

For a closer view of the XL 883 Iron™ visit us in Bristol or Bridgwater, a demo model is also available and to book your test ride just give us a call.





NOT RECOMMENDED TRANSPORT

Definitely not recommended but staff at Riders were amused by the efforts of two customers who purchased a Sportster. Their trailer was at capacity so the gentlemen decided to put one in the back of their BMW Estate. The process of squeezing the bike in the boot took more than 2 hours, careful adjustments had to be made to fit in their spare screen wash and a sleeping bag too, we were all watching open mouthed.



RIDERS ON THE CATWALK

Always attentive to new trends and new talents, Ducati linked up with PUMA and the world famous Central St Martins Fashion College to support a study and research topic, the restyling of the motorcycle jacket. Students had the chance to win a £14,000 bursary to fund their studies and research.

The four winning jacket designs were seen on the catwalk during London Fashion Week, along with other apparel and accessories from the Puma/Ducati line. The grant winners were announced by model Tyson Beckford and Puma Vice-President during the evening at the Natural History Museum. Three students also used the ideas incorporated in their theses to create three uniquely personalised Monster 696's which Riders stepped in to supply at short notice for the event.

Puma will produce the winning students' jackets, show and distribute them through the 'Puma Black Stores' and in selected fashion stores across the globe from August 2009.



2,500
TEST
RIDES

HARLEY-DAVIDSON TEST RIDE EVENTS

From April Harley-Davidson will be running the biggest ever test ride campaign that they have ever done, aiming to deliver 2,500 test rides. There will be a whole month of test ride activity covering Performance, Touring, Custom bikes and those new to biking. Backed by fantastic offers and give-aways so why not drop in and ride the new bike of your dreams.

The four weeks of rides are:

PERFORMANCE (XR1200 & V-Rod) - 18th April to 24th April

TOURING - 25th April to 1st May

CUSTOM - 2nd May to 8th May

NEW TO BIKING - 9th May to 15th May

By booking a test ride there is also the chance to you could win a Custom Vehicle Operations Softail® Springer® too !

REGISTER FOR FREE TEA OR COFFEE

We already hold thousands of our customers e-mail addresses and regularly send out all of our promotions and event news to customers via e-mail.

Supplying us your e-mail address is the most effective way of receiving the latest deals. Because of the cost of postage (and to save trees) we usually have to select who receives our offers through the post quite carefully. But offers sent via e-mail are sent to a lot more people.

Why not sign up to receive offers now by visiting our website and following the link on the homepage or next time you are in store. As a special incentive anyone new who registers via our website in April will receive by return email a voucher for a free cup of tea or coffee and a piece of cake or a chocolate bar in one of our cafes.

WE WANT YOUR BIKE

As a result of fantastic January sales, our used bike stock is somewhat diminished. So we want your bike and for a limited time we may even buy it! Why not take this opportunity to trade in and upgrade to a brand new machine; we have a wide range of pre-registered and ex demos available with great savings off the new price.



Riders BRISTOL IS 7!



Tuesday 12th May will mark Riders of Bristol's 7th Birthday, happy birthday to us and to celebrate (OK we agree it's a bit early) we have just installed WIFI in all our stores. So if you are supposed to be working but really need that bacon sandwich, just bring your laptop to one of our cafes and connect away, we promise we won't tell the boss!!!

SNOW...

February saw some very extreme weather, but despite the snow in Bristol and Bridgwater our doors were open as usual.

Displaying our bikes outside took a bit more effort than normal so it was all hands on deck and during the snowy period our shops were cosy places to be. Only a few braved the conditions to visit in person but our phones were as busy as ever, guess our customers know it takes more than a few flakes of the white stuff to stop Riders!!



EBAY SHOPS

If you are a regular browser on EBay and looking for a different way to buy from Riders, why not check out our EBAY Stores?

Bridgwater's store can be found at
<http://stores.ebay.co.uk/Riders-Motorcycles>

And Bristol at
<http://stores.shop.ebay.co.uk/Riders-Motorcycles-Bristol>

There is a great selection of our regular stock available on EBay together with end of line and ex-display items. Why not try your 'best offer' to bag a bargain and while you are visiting sign up for our monthly EBay email newsletter.

NEW ROLES OLD FACES AT RIDERS

Due to the expansion at Riders we have created the brand new positions of Operations Director and Finance Director. Bristol's existing General Manager Martin Rich stepped up to the new operations function from March 2009 and Sue Massey is taking the role of Finance Director. Martin will be working alongside MD Phill Jessopp to oversee activities across our three sites and ensure Riders Motorcycles is the best we can possibly be.

To fill Martin's shoes and taking the role of General Sales Manager in Bristol will be Service Manager of 7 years Duncan White. Bristol's Paul Bonner will now share the responsibility for the workshop with Marcus Roper. Congratulations to everyone in their new roles and good luck with the challenges ahead.

SPRING SERVICE

Pull off the covers and dust off the cobwebs, now is the time to get your bike ready for the road in 2009.

During the month of April Riders are offering you a special price on spring servicing.

For just **£99** for a Harley-Davidson and **£149** for a Ducati, our team of highly skilled technicians will carry out an oil and filter change, check air pressure and tyre depths, inspect brake pads and discs, charge the battery and carry out a full visual inspection.

We are also offering for a limited time a 883 - 1200 Sportster conversion kit fitted for just **£999** saving over **£300** off the list price.

Work must take place between the 14th April and 2nd May 2009 to qualify for these offers.



DUCATI OFFERS



Now everyone wins.

0% APR TYPICAL

On all new Ducati motorcycles*
 Minimum 30% Deposit. Over 2 years.

Ducati is making the dream of owning a Ducati more achievable than ever, with a 0% finance offer and lowest ever service costs.

The stunning 1198 is available from £182.17 per month whilst the smaller but perfectly refined 848 is a steal from as little as £147.44 per month. The new Monster 1100 only released at the end of this year also qualifies for this exceptional offer with payments from £117.65 for the Monster 1100 to £87.72 for the smaller 696.

The Hypermotard range offers fun-fuelled riding for monthly payments from £123.21 and the Sport Classic range and Multistrada also qualify for this 0% finance deal.

There are 2 schemes, 24 monthly payments with a 30% deposit and 36 monthly payments with a 50% deposit, and the finance offer comes into effect from 5th March 2009 with the finance package ending 30th April 2009, examples of this finance package can be obtained from Riders

So there has never been a better reason to buy a Ducati

* Offer applies to all new Ducati motorcycles with the exception of Streetfighter, 1098R/Troy Bayliss and D16RR. Finance available subject to status. Indemnities may be required. Finance available through Ducati Finance which is a trading style of Black Horse Ltd, 62 Player Street, Nottingham NG7 2FY. Finance offer available from March 5th 2009 until April 30th 2009. Image portrays a professional rider in a controlled environment. Never attempt any action that could be potentially hazardous to you or other road and track users.

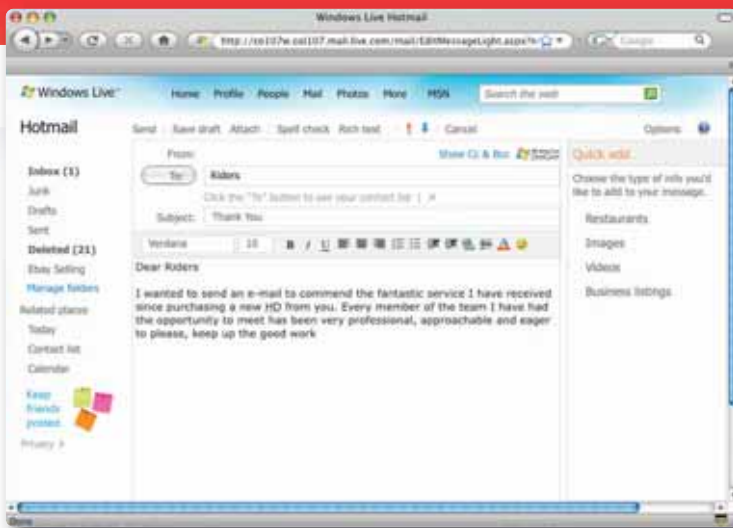


TESTIMONIALS AND FEEDBACK

It always nice to hear when we do something really well, so thanks to everyone who has taken the time to contact us recently, some of the comments received include...

Thanks to the service department for doing a 3 mile round trip to get me on my way on Monday - good service.

Thank you for sorting this out, and I must say it's nice to see common sense being used (it's very rare these days) Thanks again, you're a star.



Just a quick note to thank you for the advice given to us over the telephone whilst riding in France, it was spot on and got us up and running again

Please can you forward on my thanks to Chris, Duncan and Nick who kindly ran me miles out of your way back to home to pick up the absent keys - sorry for the hassle chaps. There are still some good hearted people in the world! It was greatly appreciated.

NEW FACES...

Again we've crammed so much into this issue the meet the team feature is on the back burner yet again, we just have space to welcome new sales team members Gareth and Steve who will be working in our new Cardiff branch and Jeremy who's new to Bristol. Next issue we will be able to introduce all of the Cardiff team once they've settled in a bit!



Gareth Dando and Steve Harris both joined in March ready for Cardiff's opening. 30 year old Gareth has been working for the past 3 years selling British sports cars marques Aston Martin and Lotus and is now fulfilling his dream to work with bikes as well as play with them. Already a proud granddad at just 37 years old Steve says bikes are in his blood especially Ducati, he's been working in field sales for 10 years and is really looking forward to selling products he is passionate about and aspires to own.



Jeremy Parrott joins the existing sales team of Luke and Chris, dad of 3 kids and keeper of 7 assorted pets (including a snake) his interest in bikes started early due to three older brothers owning every model known to man. He bought his first, a Honda C90 at the age of 10. Jeremy thinks that working for Riders is his dream job and the bacon sarnies on tap are the icing on the cake.

Good afternoon, I was in Riders this morning having tyres fitted to my 883 and wanted to say that the service received was excellent, right from when I walked in to when I left, thank-you for making my first (and not my last) visit to your shop such a pleasant (although £440.00 worse off) experience!

But we know there may be times when you may feel we could do better, we really want to hear about these too, please don't keep quiet, if we don't know what's broke we can't fix it.

We fully welcome comments good or not so good, so please get in touch via our website, e-mail or give us a call.

CONTACT US:

As well as contacting us by phone or in person we are very happy to take e-mail enquiries, either use the contact form on our website or simply direct your enquiry to enquiries@ridersmotorcycles.com



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Bridgwater TA6 4BH
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Riders of Bristol
519-521 Stockwood Road,
Brislington, Bristol BS4 5LR
Tel: 0117 958 8777

Riders of Cardiff
Sloper Road,
Cardiff CF11 8AB
Tel: 02920 233559

Opening Times:
Monday - Saturday
9.00am - 6.00pm